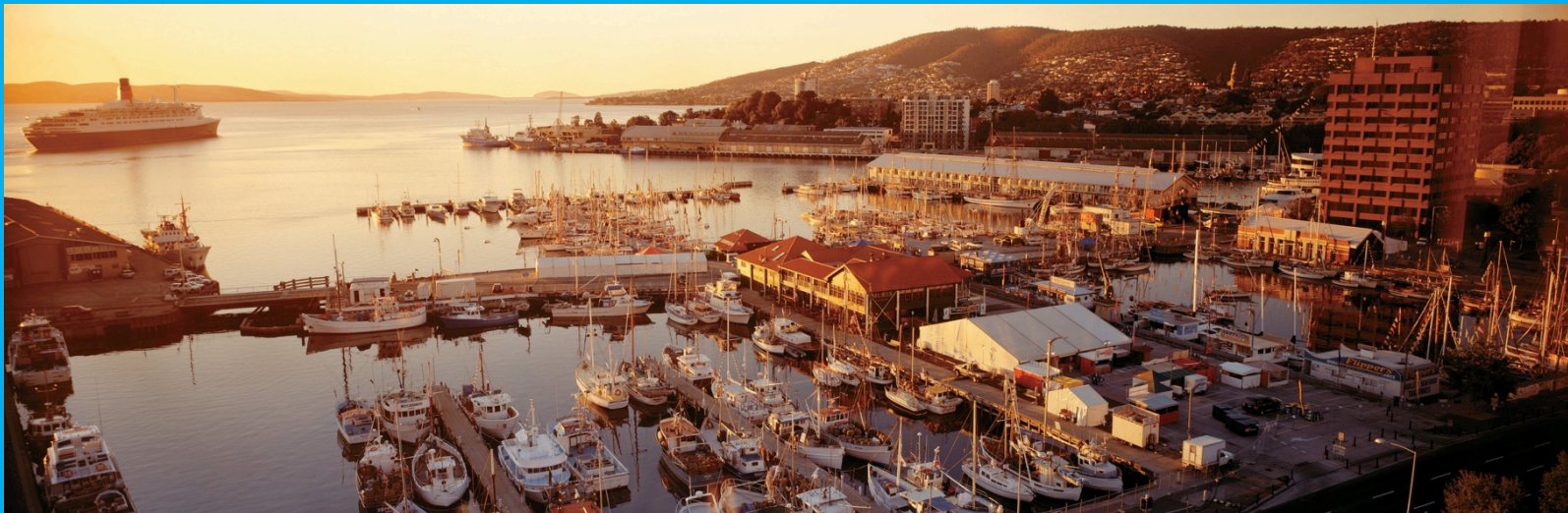
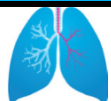


Assessing the effectiveness of social media, compared to traditional advertising methods, in recruiting eligible participants to research studies



Stuart Ferguson
University of Tasmania

BREATH THE WELL



- I have received researcher-initiated project grant funding from Pfizer (through the GRAND initiative), have worked as a consultant for GSK & Chrono Therapeutics, & have served on an advisory board for Johnson & Johnson.
- Throw and Frandsen have nothing to declare.

- This work was supported by grant funding from Pfizer (GRAND) awarded to Dr Ferguson.
- Dr Frandsen is supported through a fellowship from Cancer Council Tasmania.

- Recruitment of participants crucial for the success of studies
- Difficultly often under-estimated
 - Find the right people at the right time
 - Increasing difficult as smoking rates decrease
- Traditional strategies: “old media”
 - Newspapers, radio, television, (flyers)
 - Decreasing “reach” over time
 - Broad—non-specific—audience

Rise of social media



- Increasing popularity & use
- Facebook
 - Worldwide: >1.7 billion active users
 - >1.5 billion active mobile users
 - >4.7 billion pieces of content shared daily
- Twitter: >315 million active users
- Instagram: >400 million active users
- Attractive target for advertisers, including researchers
 - Online surveys & clinical studies

Advantages of using social media for recruitment



- Reach
- Targeting (e.g., geographic, demographic)
- Real-time control
 - Expenditure
 - Participant flow
- Better conversion rates?
 - Procedure facilitates self-screening?
 - Informed contacts?
- Cost effective?

Quit smoking for research
utas.edu.au



Menzie's
Research
Institute
Tasmania

You may be eligible to take part in this research project. Compensation provided.

Quit smoking for research
utas.edu.au



UTAS is looking for smokers ready to quit. You may be eligible. Compensation provided.

Social Media: Not just for the kids anymore



- Concerns about the “reach” of social media
 - Young, well-educated / “tech savvy”, female
- Demographic profile becoming more diverse
 - >60%?! of Australian have a Facebook account
 - Average Australian user now >40 yrs old
 - Traditional vs Facebook: Samples well-matched (Frandsen et al 2014)
 - Younger, but similar smoking characteristics
 - Needs to be replicated

- Examine conversion rates
 - Screened, eligible, enrolled, and completed
 - Cost per participant
- Compare demographic characteristics

- Data from a recently completed RCT
 - Sample: Interested quitters
- Range of recruitment methods
 - Assessed at screening
- Compared endpoints by recruitment source
 - Traditional vs Facebook

Left Panel	Right Panel
 <p>Do you smoke cigarettes?</p> <p>Are you seriously thinking of quitting?</p> <p>If so, you may be eligible to take part in a research study at the University of Tasmania. Participants will be compensated for their time.</p> <p>Call _____ or email _____ for further details and to determine whether you are eligible to participate.</p> <p>UNIVERSITY OF TASMANIA</p>	 <p>Quit smoking for research utas.edu.au</p> <p>Menzies Research Institute Tasmania</p> <p>You may be eligible to take part in this research project. Compensation provided.</p> <p>Quit smoking for research utas.edu.au</p> <p>UTAS is looking for smokers ready to quit. You may be eligible. Compensation provided.</p> <p>UTAS</p>

Facebook an effective recruitment source



Recruitment strategy	n (%)
Social media	
Facebook	228 (55.1)
Traditional media	148 (37.5)
Newspaper	92 (22.2)
Word of mouth	33 (8.0)
Flyer	22 (5.3)
Internet ^a	4 (1.0)
Radio	1 (0.2)
Unknown ^a	34 (8.2)

- ~55% of individuals screened heard about the study via Facebook

Endpoints by recruitment source



	Social media		Traditional media	
Total cost	AUD \$5183.13		AUD \$4343.10	
	n (%)	\$	n (%)	\$
Screened	228 (100)	22.73	148 (100)	29.35
Eligible	138 (60.5)	37.56	97 (65.5)	44.77
Enrolled	92 (40.4)	56.34	83 (56.1)	52.33
Completed	50 (21.9)	103.66	54 (36.5)	80.43

- Social media:
 - Lower conversion rates at all time-points
 - More cost effective for finding eligible participants
 - BUT: Less cost effective for later endpoints

Visiting our website didn't aid conversion



	Visited website prior to contacting researchers	
	Yes n (%)	No n (%)
Overall (screened) ^a	284 (80.5)	69 (19.5)
Eligible ^b	176 (62.0)	48 (69.6)
Enrolled ^b	128 (45.1)	37 (53.6)
Completed ^b	75 (26.4)	23 (33.3)

Participants recruited via Facebook similar to those recruited using traditional methods



	Overall n=182	Social media n=92	Traditional media n=83
Demographics			
Age, years, mean (SD ^a)	42.3 (12.0)	39.3 (10.9)	44.9 (12.6)
Gender (female) ^b , n (%)	71 (40.8)	43 (46.7)	28 (34.1)
Education^c, n (%)			
High school or less, n (%)	74 (45.4)	39 (45.9)	35 (44.9)
Certificate or trade, n (%)	60 (36.)	34 (40.0)	26 (33.3)
College, n (%)	29 (17.8)	12 (14.1)	17 (21.8)
Income^d, n			
<\$21,000	18 (10.9)	6(7.1)	12(15.0)
\$21,000-\$51,999	38 (23.0)	19 (22.4)	19 (23.8)
\$52,000-\$77,999	38 (23.0)	24 (28.2)	14 (17.5)
\$78,000-\$103,999	31 (18.8)	16 (18.8)	15 (18.8)
>\$104,000	40 (24.2)	20 (23.5%)	20 (25.0)
Smoking characteristics			
CPD, mean (SD)	18.2 (7.0)	19.1 (8.0)	17.4 (5.8)
Motivation to quit, mean (SD)	89.5 (10.8)	89.2 (8.0)	91.1 (8.8)
Confidence to quit, mean (SD)	72.6 (19.3)	69.2 (19.7)	77.3 (16.4)
HSI, mean (SD)	3.0 (1.2)	3.2 (1.3)	2.9 (1.2)
Number of past quit attempts, mean (SD)	3.8 (3.9)	4.1 (4.4)	3.3 (2.8)

- Participants recruited via Facebook similar to those recruited using traditional methods
 - Younger
 - Less confident about quitting – spontaneous?
- Lower conversion rates with social media
 - Generate interest, but not commitment
- People do not appear to self-screen
 - Possible to drive / incentivise?

Also see: Frandsen M, Thow M, Ferguson SG (2016). JMIR Res Protoc;5(3):e161

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